

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

June 2nd, 1953

Miss Janet White
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss White:

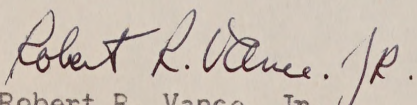
Thank you for your letter of May 29th.

The conditions of our offer for renewal of Lucky Strike programs on WCSR for next year are dependent upon the response of WAMF to our offer to them. That is, if WAMF accepts, next year as this year the news will be made available by wire to WCSR for rebroadcast, and you will be asked to originate only the music program each day. Under this arrangement our offer to you would be about \$300.00.

If, however, WAMF does not accept the renewal, different arrangements will be worked out and a somewhat different offer made to WCSR.

With the delay for WAMF's consideration of its own renewal in mind, we asked a few weeks ago for your summer address, and as soon as we know definitely what the offer will be, I will contact you.

Cordially,


Robert R. Vance, Jr.
Operations Manager

RV:lk

June 2nd, 1953

Miss Janet White
Manager, Radio Station WJLB
Smith College
Northampton, Massachusetts

Dear Miss White:

Thank you for your letter of May 29th.

The conditions of our offer for renewal of Lucky Strike programs on WJLB for next year are dependent upon the response of WJLB to our offer to them. That is, if WJLB accepts, next year as this year the news will be made available by WJLB to WJLB for rebroadcast; and you will be asked to originate only the radio program each day. Under this arrangement our offer to you would be about \$300.00.

If, however, WJLB does not accept the renewal, different arrangements will be worked out and a somewhat different offer made to WJLB.

For the reply for WJLB's consideration of this offer, I am sending you a letter for WJLB to look into for WJLB's answer, and as soon as we know definitely what the offer will be, I will contact you.

Cordially,

W. J. White
President, WJLB
Northampton, Mass.

WJLB